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## CEO Offers 10 Good Driving Habits for 'Drive Safely Work Week'

- Annual highway safety campaign is set for Oct. 2 - 6



(Sept. 29, 2006) CEO Roger Snoble is urging employees to reinforce safe driving behavior during the 10th annual "Drive Safely Work Week," a campaign that begins Monday, Oct. 2.

In a memo being issued to employees today, Snoble notes that the campaign's theme – "Safe Driving is YOUR Responsibility. Make the Commitment." – is relevant to Metro's successful Safety's 1st program.

"This campaign is a reminder to each of us to practice safe driving behaviors every time we get behind the wheel," the CEO writes.

The memo lists 10 steps for responsible driving:

- Plan your route.
- Maintain your vehicle.
- Focus your attention.
- Minimize your distractions.
- Know your surroundings.
- Share your space.
- Watch your speed.
- Keep your distance.
- Signal your intentions.
- Always wear your seatbelt.

Statistics provided by the Network of Employers for Traffic Safety (NETS, the campaign sponsors, indicate that a traffic crash occurs every five seconds and that someone dies in a traffic accident in the United States every 12 minutes. One in four work-related deaths is due to traffic-

related trauma, according to NETS.

"They bring needless pain and suffering to family, friends, and co-workers," Snoble writes. "I urge you to make a personal commitment to apply the 10 steps for responsible driving, not only during the campaign week, but each and every day to ensure your safety and the safety of others sharing the road."

NETS is a partnership of corporate and governmental organizations that strives to raise awareness about safe driving practices and address roadway safety issues.

Among its members are the Anheuser-Bush and Coors brewing companies, General Motors, Liberty Mutual Insurance, the National Highway Traffic Safety Administration, the National Institute for Occupational Safety and Health and UPS.